

Requested Patent: GB2041874A  
Title: AN IMPROVED SALES PACKAGE ;  
Abstracted Patent: GB2041874 ;  
Publication Date: 1980-09-17 ;  
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Application Number: GB19790005677 19790217 ;  
Priority Number(s): GB19790005677 19790217 ;  
IPC Classification: B65C3/00 ;  
Equivalents: ;

**ABSTRACT:**

An improved sales package of the kind normally containing a foodstuff is marked with two price tickets, the first being the price at which the wholesaler may sell the package to the retailer, such ticket giving information not only as to the price but also as to the percentage markup which the retailer may make if he sells the foodstuff package to a consumer at the price indicated on the second ticket. The first ticket will normally be adhesively applied to the foodstuff package in such manner that it may be removed, i.e., by the retailer prior to selling to the ultimate consumer. The second ticket is secured to the package in such a manner that its removal will cause damage to the package.

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(12) UK Patent Application (19) GB (11) 2 041 874 A

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(21) Application No 7905677  
(22) Date of filing 17 Feb 1979

(43) Application published  
17 Sep 1980

(51) INT CL<sup>3</sup>  
B65C 3/00

(52) Domestic classification  
B8F BX

(56) Documents cited  
B8F

(58) Field of search  
GB 1380161  
GB 1326362  
GB 1292982  
GB 1287636  
GB 1263491  
GB 1075552

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**(54) An Improved Sales Package**

(57) An improved sales package of the kind normally containing a foodstuff is marked with two price tickets, the first being the price at which the wholesaler may sell the package to the retailer, such ticket giving information not only as to the price but also as to the percentage markup which the retailer may make if he sells

the foodstuff package to a consumer at the price indicated on the second ticket. The first ticket will normally be adhesively applied to the foodstuff package in such manner that it may be removed, i.e., by the retailer prior to selling to the ultimate consumer. The second ticket is secured to the package in such a manner that its removal will cause damage to the package.

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## SPECIFICATION

## An Impr ved Sales Package

This invention is concerned with an improved sales package, the term package includes any  
 5 article which is wrapped or packed in prepack form for sale by a retailer.

The invention is concerned with, but not exclusively, prepacked food stuffs. It is known, for example, for a bacon provider to slice up sides of  
 10 bacon and to insert predetermined weights of bacon into an envelope which is then hermetically sealed. This is for the purpose of this specification known as a 'food stuff package' and the food stuff package will have matter either inserted into a  
 15 transparent envelope or printed onto the outside of the package. This information will be as to the nature of the bacon, the weight, the supplier and other trade marks, logos and other distinctive matter which may assist in promoting the sale of  
 20 that food stuff package.

In some instances the food stuff package will have the price at which it is to be sold by the retailer also printed thereon, but the disadvantage of printing the price on the package is that the  
 25 package will probably have passed to a wholesaler and from him to a retailer. When the retailer purchases from the wholesaler he may not readily know the price at which he is to pay the wholesaler for that package and thus is not able  
 30 to ascertain what percentage profit he can expect. It will be appreciated that the food stuff package will be sold by the food stuff provider to a wholesaler at a negotiated price. The package may then be stored in a wholesalers premises and  
 35 a retailer will then come and purchase from the wholesaler. The price at which the wholesaler sells to the retailer will be less per unit package than that at which the retailer sells to the general public, the difference being the markup for profit  
 40 which the retailer makes.

In many wholesale stores it is necessary for a retailer to approach an assistant and to ask the price at which the food stuff package is available  
 45 for sale to the retailer. The different pricing and lack of marking of the price at which the food stuff changed hands has been known to cause problems.

Accordingly the present invention provides an improved package particularly a food stuff  
 50 package, which on leaving the food stuff provider, has applied thereto two differently marked removable tickets, one of which gives one price the other of which gives a second price.

According to the present invention the food stuff  
 55 package will be provided with two different coloured price tickets, for example, one marked blue and the other marked red. In a particular example, the one marked blue will be the price at which the wholesaler sells to the retailer and the  
 60 one marked red will be the price at which the retailer sells the food stuff package to the consumer. On the purchase of the food stuff package by the retailer from the wholesaler, he removes the blue price label from the article, so

that the consumer sees only the red. The blue  
 65 label would have printed thereon the price which the wholesaler is to sell the food stuff package to the retailer, the weight and other statutory information concerning the contents of the  
 70 package, and also the percentage markup which the retailer will make if he buys at the price stated on the blue label and sells at the price stated on the red label. It will be appreciated that the  
 75 method of applying two labels of different colours with the different prices thereon is equally applicable to packages other than food stuffs.

Desirably both the blue and the red labels will be applied to the food stuff package by having an adhesive backing on the labels themselves. The  
 80 adhesive backing of the blue label will be of a peelable nature and of such a kind that it will not mark or otherwise impair the surface of the food stuff package to which it has been adhered. The red label may have a permanent adhesive, i.e.,  
 85 one whose shear strength is such that any attempt to remove it will destroy the package itself or it may be of a peelable kind such as the adhesive used with the blue label. The reference herein to red and blue labels is illustrative only,  
 90 and alternative colours may be used, as indeed alternative shapes or designs in order to distinguish one label from the other.

It is of course necessary to ensure that the labels are applied to foodstuff packages which  
 95 conform to the information on the labels. Thus before applying the two labels the foodstuff package will be weighed to make certain that the stated weight on the blue label is correct. A machine will be provided to ensure this and to  
 100 reject those packages which do not conform to the blue label information. It is further envisaged that such machines will have facilities for checking the weight of more than one kind of foodstuff package. Thus foodstuff packages of  
 105 differing necessary minimum weights may be checked by said machine and each differing foodstuff package separated so that the correctly marked blue and red labels are applied thereto. It is thought that the present invention provides a  
 110 novel method of marketing packaged articles.

## Claims

1. As an article of manufacture, a package (particularly a package containing a foodstuff)  
 115 which has applied thereto two differently marked tickets, one of which may be removed from the surface of the package, one of said tickets having information provided thereon relating to one price and the other of the two tickets having  
 120 information provided thereon relating to a second price.

2. A package according to Claim 1, in which the first said ticket also has information relating to a percentage markup to be obtained if the  
 125 package is resold at the price indicated on the second of the two tickets.

3. An article of manufacture according to either Claim 1 or Claim 2 in which, the two tickets are differently coloured.

4. An article of manufacture according to either Claim 1 or Claim 2 in which the two tickets are differently shaped.
5. An article of manufacture according to any of the preceding Claims in which both tickets may be removed from the package without causing damage thereto.
6. An article of manufacture according to any of the Claims 1 to 4, in which the second of the two tickets is secured to the package in such manner that its removal from the package will cause damage thereto.
7. A method of packing foodstuff which consists in inserting the foodstuff into a package, sealing the package and applying to the exterior surface of the package at least two tickets which are different in appearance, the first of said tickets having a first price marked thereon and the second of the tickets having a second price marked thereon.
8. A method according to Claim 7, in which the first of the said tickets is adapted to be removed from the surface of the package without causing damage thereto.
9. A package when packed according to any of the Claims 7 or 8.
10. A package substantially as described herein.

New claims or amendments to claims filed on 18-4-80

Superseded claims 1, 5, 6, 7.

New or Amended Claims:—

1. As an article of manufacture, a package (particularly a package containing foodstuff) which has applied thereto two differently marked tickets, one of which may be removed from the surface of the package, one of said tickets having information provided thereon relating to one price and the other of the two tickets having
- information provided thereon relating to a second price, in which the second of the two tickets is secured to the package in such a manner that its removal from the package will cause damage thereto.
5. A method of packing foodstuff which consists in inserting the foodstuff into a package, sealing the package and applying to the exterior surface of the package at least two tickets which are different in appearance, the first of said tickets having a first price marked thereon and the second of the tickets having a second price marked thereon, in which the second of the two tickets is secured to the package in such a manner that its removal from the package will cause damage thereto.